



StreetGlow Announces New Decorative Lighting Concept Called GLOWiE

StreetGlow® introduces a GLOWiE, an innovative battery powered single LED that is sure to become the new standard in creative and decorative light designs.

Wayne, NJ, April 06, 2007 --(PR.com)-- StreetGlow®, the leader in performance lighting for automobiles and mobile electronics applications, has created an innovative battery powered single LED that is sure to become the new standard in creative and decorative light designs.

The company's GLOWiE®, a single LED powered by a cell battery and attached to a super magnet, provides endless creative options when illuminating just about any surface.

GLOWiEs® are available in 6 assorted colors and are sold in pack of 18 with three of each color per package. Not only are GLOWiEs® a must-have for parties and other special events, they also make great art decorations letting the user's artistic talent 'shine' in creative and decorative light patterns and designs.

“StreetGlow has taken a fresh new direction with the release of the GLOWiE®” commented John Lauro, Street Glow project manager. “We are a youth oriented company and are aiming toward providing the user with a means of creative expression. We are excited about the introduction of the GLOWiE® a bit of a departure from our more established offerings.”

Once activated, the product remains illuminated for up to 48 hours. “The battery and magnets are shrink wrapped in a clear plastic to prevent surface damage. We have not even begun to explore the many applications that the GLOWiE® holds”, added Lauro. “This is just one of many innovative products scheduled to be introduced shortly both within and outside the company's traditional markets.”

StreetGlow performance lighting products are available now from StreetGlow dealers and distributors in the and 52 countries worldwide and at www.streetglow.com.

To purchase or to find out more information about GLOWiEs check out:

<http://www.streetglow.com/ads/lowie>

This manufacturer of performance lighting products reigns as one of New Jersey's fastest growing companies, made the Inc. Magazine 500 List for four consecutive years and has been featured in Entrepreneur's Business Startups, Success Magazine and The Wall Street Journal, and on The Montel Williams Show, CNNfn and The New Jersey Network.

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